R.J. Reynolds Tobacco Company

Inter Office Memo

J. M. Piscitelli
Account Executive

via E-mail

DATE: July 1, 1996

TO: Paul Letourneau - 817/947-0351
Kevin Davern - 770/729-3256
Renee Duszynski - 716/634-3145
Chris Huff - 407/786-0297
Sharon Schwalm - 315/635-1171

RE: AMERADA HESS

On June 5, 1996, I advised you via fax all relative information on Amerada Hess' new Private Label Brand *SIGNATURE*. Forthcoming is some supplemental information on this important introduction. Information has also been sent to Paul Letourneau and set up with McLane Corporate Offices in Temple. Dan Dolgner, McLane Account Manager for Hess, and Len Schrull of Tripifoods has also been apprised of the information.

All product will be in public warehouses on July 8, 1996, so Tripifoods and McLane can receive product on Tuesday, July 9, 1996. Plus out listed below and included in your 6/5/96 packet should be sent to all Hess Stores week of July 15.

All Hess Marts will receive a floor base, commodity number 458110, directly to stores. All Co-ops should receive one (1), commodity number 417617, from Tripifoods or McLane with their plus out. All advertising for displays and POS will be received to stores by Amerada Hess Corporate Office.

BRAND STYLE	CARTONS TO MART	CARTONS TO CO-OP
SIGNATURE LT K	5	3
SIGNATURE LT 100	5	3
SIGNATURE M LT KING	3	1
SIGNATURE M LT 100	3	1
SIGNATURE FF KING	5	4
SIGNATURE FF 100	5	3
SIGNATURE UL KING	2	1
SIGNATURE UL 100	3	2
SIGNATURE FF M KING	2	1
SIGNATURE FF M 100	2	1
TOTAL	35	20

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SUPPLIER	CASES SHIPPED (25 SKU)	# OF MARTS	# OF CO-OPS
Tripifoods	5	45	122
McLane NE	5	5	109
McLane SE	2	38	28
McLane Suncast	2	63	31

If you have any questions on any of this information please contact Nick Kuruc or myself. Your cooperation is certainly appreciated.

Sincerely,

J. M. Piscitelli

JMP/pm

cc: D. L. Wilmesher
Dan Dolgner - 817/771-7392
Charlie Iszard - 908/750-6909
Jim Farmer
Nick Kuruc - 908/417-9076
Len Schmitt - 716/852-7400

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